

## **Historic, Archive Document**

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# JELLE ROOS

*Gladiolus Specialist*

CONCORD, MASSACHUSETTS



## *To Gladiolus Lovers: Greeting*



LADIOLI are among the most popular of all garden flowers. A garden of gladioli is never monotonous. Day by day new beauties unfold, new shades and tints appear, until you begin to think that the whole range of color has been covered. Each year the size, color and beauty of these wonderful flowers are being improved upon by specialists, who some thirty years ago started to intensify the flowers by hybridizing. I do not attempt to grow all known varieties, but rather specialize on a limited number of choicer kinds, and of these I grow a bulb product of unsurpassed blooming power. Gladioli are very easy to grow and will do well in almost any ordinary garden soil. If planted in the richest place of your garden and given plenty of sun and moisture, they will, however, repay you with extra-large blooms and gorgeous colors.

Plant the bulbs about 5 or 6 inches deep and from 3 to 4 inches apart.

To obtain a continuation of blooms during the greatest part of the season, it is advisable to plant at intervals of ten days, from the last week in April until the middle of June.

Some varieties will bloom in seventy-five to eighty days from the date of planting, but most sorts require eighty-five to ninety days.

In October, when the foliage has turned yellow, dig the bulbs, cut the stems off within an inch of the bulbs, and dry them thoroughly. Then remove the old roots and store the bulbs in a cool, dry place where frost cannot reach them.

If these instructions are followed, the bulbs will give you the best results for several years.

I shall be very glad to furnish you with any other information you may require to grow Gladioli successfully. Write me, telling of your difficulties. There is a solution of your problems.

### **PLEASE NOTE**

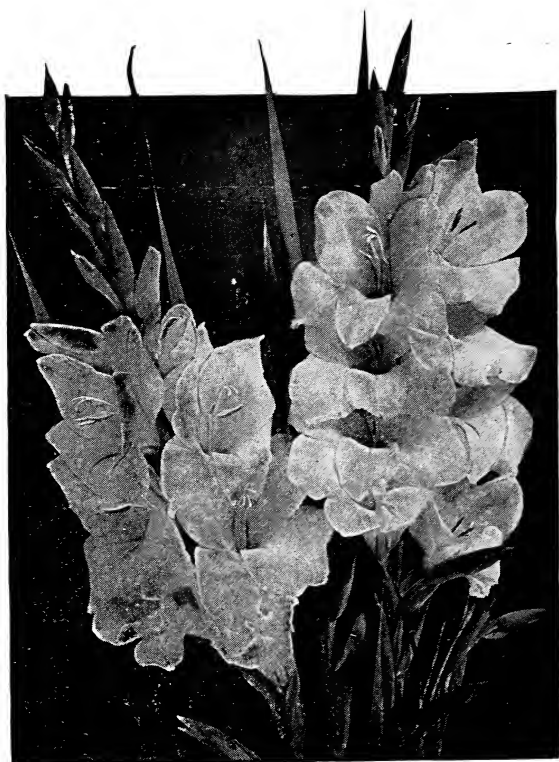
For the price quoted, I deliver bulbs, transportation free, to all points in the United States. Kindly bear this in mind when comparing my prices with those of other growers.

No orders of less than fifty cents can be accepted. Small orders are filled with as much care as large ones. Special prices will be quoted if 250 bulbs or more of one variety are desired. Planting instructions are enclosed with each order.

All bulbs offered in this catalog are of excellent quality and will produce blooms the first season.

### **PLACE YOUR ORDER EARLY**

It is to your advantage and to mine to place your order as soon as possible after receiving this catalog. Please state whether you want the bulbs sent to you at once or at the proper time for planting. All orders received before March 1 will be held until proper time for planting when all danger of freezing in transit has passed, unless immediate shipment is desired; in which case the bulbs will travel at purchaser's risk against frost. You will receive an acknowledgment of order by return mail.



*America*

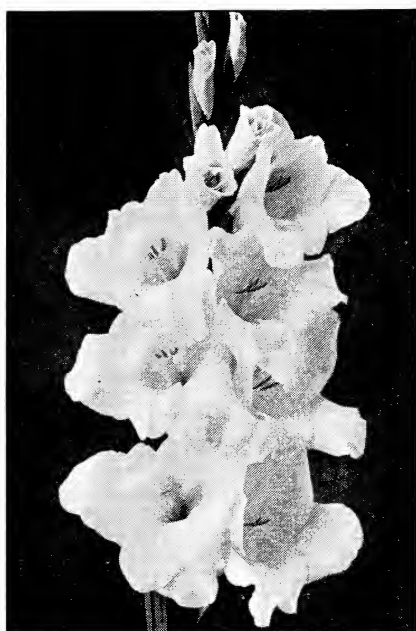
## NAMED GLADIOLI

**Six bulbs will be sold at one-half the price of a dozen,  
twenty-five at one-fourth the price of a hundred**

	Each	Doz.	100
<b>America.</b> Beautiful soft lavender-pink; very large flowers. The most popular Gladiolus today...	\$0 05	\$0 50	\$3 75
<b>Amstel.</b> NEW, deep velvety red, slightly flaked with black; very rich color .....	50	5 00	
<b>Annie Wigman.</b> Pale yellow, with a small dark blotch in throat	08	80	6 00
<b>Apollo.</b> Deep carmine-red, white-striped throat; strong grower...	10	1 00	7 50
<b>Arizona.</b> Fine dark pink with maroon markings on lower petals...	10	1 00	7 50
<b>Attraction.</b> Deep crimson with pure white throat; large flowers...	07	70	5 00
<b>Augusta.</b> Pale white, with blue anthers .....	06	65	4 75
<b>Baron Joseph Hulot.</b> Dark rich violet, bordering on blue .....	10	1 00	7 50
<b>Bernice.</b> Rich cream color suffused with rose. Dark carmine throat. Very unusual .....	06	65	4 75
<b>Black Hawk.</b> Cardinal red, nearly black center, flowers large and wide open .....	07	70	5 00
<b>Blue-Jay.</b> Beautiful pale blue, with white blotch; a very distinctive variety .....	30	3 00	22 50

*Frilled Pink***NAMED GLADIOLI**—*continued*

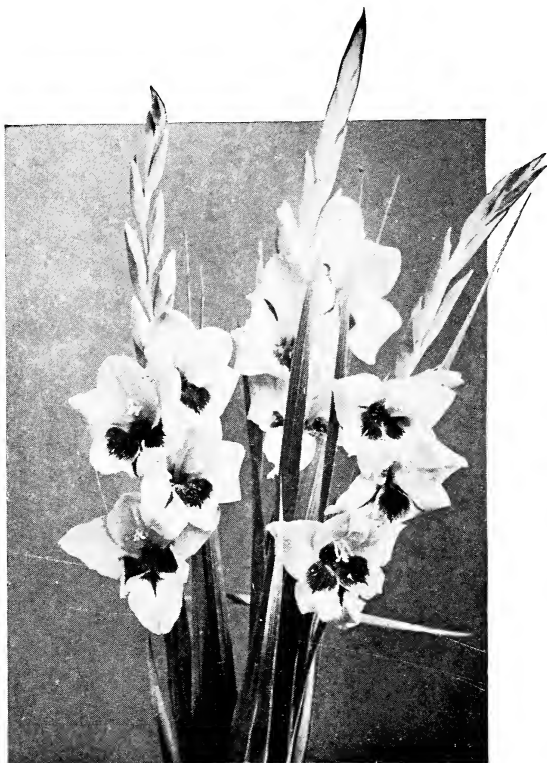
	Each	Doz.	100
<b>Brenchleyensis.</b> Vermilion-scarlet; flowers of medium size.....	\$0 04	\$0 40	\$3 00
<b>Burrell.</b> Red, large flower and compact spike; handsome butterfly markings .....	07	70	5 00
<b>Cameo.</b> White ground-color, overlaid with rich pink, beautiful red blotch in throat; very handsome.	07	70	5 00
<b>Canary Bird.</b> Fine light yellow...	15	1 50	10 00
<b>Candidum.</b> Snow white with flesh pink shade, large lily-shaped blooms	10	1 00	7 50
<b>Chicago White.</b> Pure white, with lavender markings in throat; very early.....	07	70	5 00
<b>Chief Oshkosh.</b> Delicate pink with white blotch in throat.....	10	1 00	7 50
<b>Clarice.</b> Rose-pink, flaked with deeper tone.....	10	1 00	7 50
<b>Concordia.</b> NEW, deep reddish purple, large flowers, strong grower	40	4 00	
<b>Conspicuous.</b> Light-blue, dark blue spot with yellow center.....	20	2 25	17 50

*Europa***NAMED GLADIOLI**—*continued*

	Each	Doz.	100
<b>Crackerjack.</b> Dark red, throat spotted with yellow and maroon..	\$0 04	\$0 40	\$3 00
<b>Crimson Glow.</b> Perfect scarlet of a deep tone. Very large open flowers of the finest form.....	1 00	10 00	
<b>Crystal White.</b> Pure white with small purple markings in throat .	07	75	5 50
<b>Czar Peter.</b> Fine wine-red; very handsome.....	08	80	6 00
<b>Daisy Rand.</b> Soft rose-pink, flaked with a darker tone; very fine..	18	1 75	12 50
<b>Dawn.</b> Very beautiful pink; one of the best; large flowers on tall spike.....	20	2 00	15 00
<b>Distinction.</b> Very dark wine-red	15	1 50	10 00
<b>Electra.</b> Very large, brilliant scarlet, with small white blotch.....	15	1 50	10 00
<b>Elizabeth Kurtz.</b> Alabaster white, slightly flaked with rosy-pink....	18	1 75	12 50
<b>Empress of India.</b> Rich deep purplish red, with white markings on lower petals.....	07	70	5 00
<b>Europa.</b> Snowy white, without a trace of color; one of the best whites on the market.....	20	2 00	15 00
<b>Faust.</b> Deep velvety "Harvard" crimson, with lighter shade on lower petals.....	10	1 00	7 50
<b>Fire King.</b> Intense fire-scarlet; long graceful spikes.....	06	65	4 75
<b>Florence.</b> Bright lilac, with white blotch on lower petals.....	40	4 00	30 00

NAMED GLADIOLI—*continued*

	Each	Doz.	100
<b>Frilled Pink.</b> Pale pink with carmine blotch.....	\$0 10	\$1 00	\$7 50
<b>Giant White.</b> Pure white with elegant slight markings on lower petals.....	20	2 00	15 00
<b>Glory of Concord.</b> NEW. Pale pink, tinted with darker shade on edge of petals, speckled throat..	50	5 00	
<b>Glory of Holland.</b> A pure white, with anthers of delicate lavender.	08	80	6 00
<b>Golden King.</b> Bright golden yellow, with large crimson blotch on lower petal.....	10	1 00	7 50
<b>Golden West.</b> Brilliant orange, with golden yellow blotches on lower petals.....	05	45	3 50
<b>Goliath.</b> Extremely fine; dark wine-colored flowers.....	15	1 50	10 00
<b>Gretchen Zang.</b> Very beautiful soft melting shade of pink, blending into scarlet on lower petals...	15	1 50	10 00
<b>Halley.</b> Delicate salmon-pink, with creamy blotch; an attractive early-blooming variety; very popular.....	06	60	4 00
<b>Harmony.</b> NEW. White, with yellow and rose tint in throat.....	75	7 50	
<b>Herada.</b> Pure mauve, glistening and clear, with deeper markings in throat.....	15	1 50	10 00
<b>Hubertus.</b> Fine blue and mauve.	20	2 00	15 00
<b>Ida Van.</b> Beautiful deep salmon-red or flaming orange-pink; very rich color.....	06	60	4 00
<b>Independence.</b> Brilliant begonia-pink with richly-marked throat, long spike.....	06	60	4 00
<b>Intensity.</b> Bright red with white speckled throat.....	10	1 00	7 50
<b>Jean Dieulafoy.</b> A lovely cream-color, with carmine blotch.....	18	1 75	12 50
<b>Jessie.</b> Fine velvety-red, long spike of flowers.....	08	80	6 00
<b>Klondyke.</b> Clear primrose-yellow, with crimson blotch.....	06	60	4 00
<b>Kunderdi Glory.</b> Beautiful creamy apricot, with light tint of pink; crimson stripe centering each petal; ruffled.....	10	1 00	7 50
<b>Kunderd's Orange.</b> Bright orange, white lines on lower petals.....	20	2 00	15 00
<b>Liebesfeuer.</b> Fiery scarlet, with orange shading; lower segments striped violet-brown.....	18	1 75	12 50
<b>Lily Lehman.</b> Ivory-white, lily-shaped flower.....	15	1 50	10 00
<b>L'Immaculée.</b> Pure white.....	18	1 75	12 50
<b>Loveliness.</b> Creamy white; robust, strong grower; dark green foliage.	18	1 75	12 50



*Mrs. Frank Pendleton, a splendid Gladiolus for cutting*

### NAMED GLADIOLI — *continued*

	Each	Doz.	100
<b>Lucretia.</b> Rosy white, with dark blotch; not large, but very early	\$0 05	\$2 45	\$3 00
<b>Lucy.</b> Pure, soft canary yellow, large flowers.....	40	4 00	30 00
<b>Madame Monneret.</b> Deep rose-pink.....	07	70	5 00
<b>Mahogany.</b> Dark maroon, jet black center.....	10	1 00	7 50
<b>Marjorie Gage.</b> Pure white with a scarlet blotch. Large flowers ...	20	2 00	15 00
<b>Mary Fennell.</b> Beautiful light lavender; lower petals penciled with primrose-yellow; perfectly exquisite and distinct; especially recommended.....	20	2 25	17 50
<b>Master Wietze.</b> Beautiful dark violet.....	08	80	6 00
<b>Maude.</b> One of the best light colored gladioli, creamy white with maroon spots on lower petals....	10	1 00	7 50
<b>Meadowvale.</b> White, penciled with crimson on lower petals .....	05	50	4 00
<b>Minnesota.</b> Pale cream, slightly tinted with pink, small maroon blotch .....	07	70	5 00



*One of the fields of Glad*

**NAMED GLADIOLI — *continued***

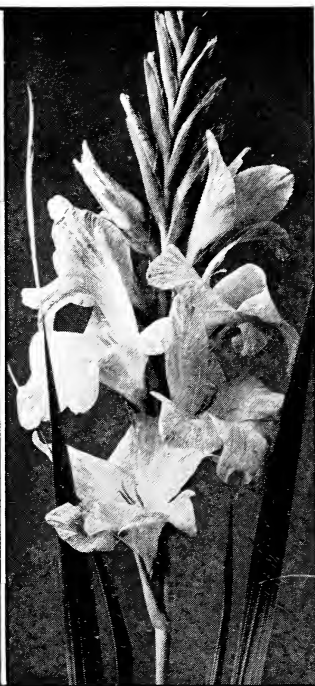
<b>Miranda.</b> Large primulinus type, producing 3 to 4 flower spikes from every bulb; color, fine canary yellow, slightly striped with carmine rose.....	Each	Doz.	100
	\$0 07	\$ 70	\$5 00
<b>Miss Helen Franklin.</b> Pure white with violet markings on the lower petals, vigorous, tall, with a strong, straight spike, averaging from 6 to 10 open flowers at one time; highly recommended. (Ruffled) .....	25	2 50	20 00
<b>Mrs. (Dr.) Norton.</b> White, edges suffused soft LaFrance pink; lower petals have a blotch of sulphur-yellow and are speckled at base with Tyrian rose.....	1 50	12 50	
<b>Mrs. Francis King.</b> Salmon-pink.	05	45	3 50
<b>Mrs. Frank Pendleton.</b> Flowers very large, of a lovely flushed salmon-pink, with a brilliant carmine blotch on throat, presenting a vivid contrast.....	10	1 00	7 50



*Gladioli grown by Jelle Roos*

**NAMED GLADIOLI**—*continued*

	Each	Doz.	100
<b>Mrs. G. W. Moulton.</b> Dark red, with splashes of a darker tint on the lower petals.....	\$0 25	\$2 50	\$20 00
<b>Mrs. H. W. Beecher.</b> Deep rosy crimson, with white throat.....	07	70	5 00
<b>Mr. Mark.</b> Light-blue with darker spot.....	20	2 00	15 00
<b>Mrs. Velthuys.</b> Dark brilliant red, very large flowers.....	20	2 00	15 00
<b>Mrs. Watt.</b> Deep brilliant wine color.....	08	80	6 00
<b>Mrs. W. E. Fryer.</b> Brilliant orange-scarlet.....	10	1 00	8 00
<b>Muriel.</b> Extra fine light blue with darker spot.....	80	8 00	
<b>Myrtle.</b> A most beautiful shell-pink, lightly penciled with rose...	18	1 75	12 50
<b>Nezinscott.</b> Bright scarlet, with petals of white bearing fine lines of crimson.....	10	1 00	7 50

*Schwaben**Pink Perfection***NAMED GLADIOLI — *continued***

	Each	Doz.	100
<b>Niagara.</b> Delicate cream, blending to a canary-yellow, throat splashed with carmine. . . . .	\$0 08	\$0 80	\$6 00
<b>Novelty.</b> Light salmon with orange throat, mottled crimson. . . . .	10	1 00	7 50
<b>Nymph.</b> Very, light lavender-pink	18	1 75	12 50
<b>Oporto.</b> New rich wine-color. . . .	60	6 00	
<b>Orange Glory.</b> Very rich orange color, with beautiful lighter throat; very distinct. . . . .	50	5 00	
<b>Panama.</b> Magnificent pale pink; very beautiful. . . . .	08	80	6 00
<b>Peace.</b> Giant White, with a delicate lilac feathering on the lower petals	07	75	5 50
<b>Pink Jumbo.</b> NEW. Pale pink flaked with darker tone; carmine blotch on lower petals. Strong grower, large . . . . .	50	5 00	
<b>Pink Perfection.</b> Bright pink; very fine. . . . .	15	1 50	10 00
<b>President Taft.</b> Delicate pink, red blotch, light line through each petal. Flower and spike large. . .	07	70	5 00
<b>Pride of Goshen.</b> Pale salmon-pink. Large blossoms, ruffled petals. . . .	18	1 75	12 50
<b>Pride of Hillegom.</b> Very fine scarlet, very large flowers. . . . .	30	3 00	22 50
<b>Prince of Wales.</b> Fine salmon color; a variety of great merit. . .	18	1 75	12 50

*Golden West***NAMED GLADIOLI** — *continued*

	Each	Doz.	100
<b>Princepine.</b> Carmine-red, with large white blotch.....	\$0 08	\$0 80	\$5 00
<b>Princeps.</b> Brilliant scarlet, with broad white blotches across lower petals.....	10	1 00	7 50
<b>Prophetesse.</b> Large round flowers, pearly white, with crimson throat	10	1 00	7 50
<b>Queen of the Violets.</b> Dark violet with white pencil marks in throat	18	1 75	12 50
<b>Queen of the Whites.</b> Very large, glistening, pure white flowers. A magnificent spike of blooms of wonderful texture.....	20	2 00	15 00
<b>Queen Wilhelmina.</b> Magnificent pale pink.....	18	1 75	12 50
<b>Rajah.</b> Deep rich red; one of the best dark reds.....	50	5 00	
<b>Red Emperor.</b> A pure deep scarlet; very large flowers.....	20	2 00	15 00
<b>Rosella.</b> Light rose, stained with purple and white.....	18	1 75	12 50
<b>Rose Queen.</b> NEW. Light pink, shaded with rose on edge of petals, darker throat.....	40	4 00	

*Willy Wigman***NAMED GLADIOLI**—*continued*

	Each	Doz.	100
<b>Rouge Torch.</b> Large creamy-white flower, with a rouge torch-like tongue on inferior petals, making a very striking contrast.....	\$0 10	\$1 00	\$7 50
<b>Scarsdale.</b> Pink-lavender, shaded to dark rose.....	10	1 00	7 50
<b>Schwaben.</b> Pure canary-yellow, shading to a soft sulphur-yellow..	10	1 00	8 00
<b>Spring Song.</b> Pale Naples yellow, slightly suffused with pink in throat.....	10	1 00	8 00
<b>Sulphur King.</b> Rich sulphur-yellow on long spike.....	20	2 25	17 50
<b>Sulphur Queen.</b> Soft lemon yellow	10	1 00	7 50
<b>Summer.</b> Mauve-lilac with lighter throat.....	08	80	6 00
<b>Summer Beauty.</b> A very choice and distinct pink; very tall and showy.....	15	1 50	10 00
<b>Sunbeam.</b> NEW. White, slightly suffused with yellow, dark blotch	40	4 00	

**NAMED GLADIOLI—continued**

	Each	Doz.	100
<b>Taconic.</b> Bright pink, flecked and striped with a delicate pink; lower petals blotched a deep crimson, edged with a thin yellow stripe...	\$ 08	\$0 80	\$6 00
<b>Tavistock.</b> Brilliant scarlet with small white blotch. Improvement on Princeps, of which it is a seedling.....	15	1 50	10 00
<b>The King.</b> Rich mauve-lilac, with creamy blotch on lower petals...	10	1 00	8 00
<b>The Pearl.</b> Clear soft pink turning to light cream in center.....	05	50	4 00
<b>Velvet King.</b> Very fine red.....	10	1 00	7 50
<b>Velvet Prince.</b> NEW. Very dark velvety red with white marking in throat.....	30	3 00	
<b>Victory.</b> Delicate sulphur-yellow, lower petals shaded a deeper yellow.....	10	1 00	7 50
<b>War.</b> Deep red of brilliant color, extra-large open flowers.....	15	1 50	10 00
<b>Wellesley.</b> Very pretty lilac-pink, the two lower petals of a soft primrose with crimson mark in throat	25	2 50	20 00
<b>White America.</b> Seedling of America, bud flesh-white, opening clear white with slight marks of blue in throat.....	20	2 00	15 00
<b>White Beauty.</b> NEW. Glistening white with an occasional suffusion of delicate pink; flower large and of graceful form. Strong grower and early .....	75	7 50	
<b>White Giants.</b> Pure white, very large.....	50	5 00	
<b>White Glory.</b> Ruffled; a gorgeous pure white, with beautiful iris-blue throat.....	35	3 50	25 00
<b>Wilbrinck.</b> Lovely flesh-pink, with creamy blotch on lower petals; very beautiful.....	18	1 75	12 50
<b>Willy Wigman.</b> Beautiful blush-white, with dark carmine blotch.	10	1 00	7 50
<b>Winona.</b> Rose pink flaked with darker tone.....	15	1 50	10 00
<b>Yellow Chief.</b> Primrose yellow with dark red blotch.....	07	70	5 00
<b>Yellow Hammer.</b> Pure yellow with a very small red mark in throat..	10	1 00	7 50

**MIXTURES**

**A Very Fine Mixture**, containing several of the best varieties, accidentally mixed in the handling and growing. 4 cts. each, 45 cts. per doz., \$3.00 per 100.

**Exhibition Mixture**, consisting of high-grade varieties, selected very carefully with the purpose of securing a well-balanced combination of colors. 5 cts. each, 50 cts. per doz., \$4.00 per 100.



### MIXTURES — *continued*

**Primulinus Hybrids.** An Artistic Mixture, containing the most wonderful colors imaginable. The flowers are very graceful. The stems are slender, but strong and very tall. One bulb will very often produce several flower-spikes, thereby prolonging the flowering season considerably. 7 cts. each, 60 cts. per doz., \$4.00 per 100.

**Blue Hybrids.** Containing many shades of blue. 8 cts. each, 70 cts. per doz., \$5.00 per 100.

### INTRODUCTORY OFFER "B"

Two bulbs each of the above named varieties, making twenty bulbs in all for \$8.75, postpaid. Real value \$10.20.

## NEW—TEN VARIETIES—NEW

The following ten varieties are offered after having been tried out with great success. They are especially good growers and possess all the qualities of prize-winning flowers.

**Amstel.** Deep velvety red, slightly flaked with black, very rich color, 50 cts. each.

**Concordia.** Deep reddish purple, large flowers, strong grower, 40 cts. each.

**Glory of Concord.** Pale pink tinted with darker shade on edge of petals, speckled throat, 50 cts. each.

**Harmony.** White with yellow and rose tint in throat, 75 cts. each.

**Pink Jumbo.** Pale pink flaked with darker tone; carmine blotch on lower petals. Strong grower, large, 50 cts. each.

**Oporto.** Rich wine-color, 60 cts. each.

**Rose Queen.** Light pink shaded with rose on edge of petals, darker throat, 40 cts. each.

**Sunbeam.** White, slightly suffused with yellow, dark blotch, 40 cts. each.

**Velvet Prince.** Very dark velvety red with white marking in throat, 30 cts. each.

**White Beauty.** Glistening white with an occasional suffusion of delicate pink; flower large and of graceful form. Strong grower and early, 75 cts. each.

## INTRODUCTORY OFFER "A"

One bulb each of the above named varieties, making ten bulbs in all for \$4.50, postpaid. Real value \$5.10.

## SPECIAL ONE-DOLLAR OFFERS

Just a little sum put into any of these collections will make your summer garden lovely with beautiful blooms, that are ever-changing in their attractiveness.

**Special Offer No. 1.—Twenty-four bulbs.**

For \$1.00 I will send you 3 America, 3 Crackerjack, 3 Golden West, 3 Halley, 3 Meadowvale, 3 Novelty, 3 The Pearl and 3 Ida Van, each variety named and packed separately, making 24 bulbs in all. Real value \$1.38 for only \$1.00, postpaid.

**Special Offer No. 2.—Sixteen bulbs.**

For \$1.00 I will send you 2 Bernice, 2 Black Hawk, 2 Candidum, 2 Chief Oshkosh, 2 Czar Peter, 2 Master Wietze, 2 Minnesota and 2 Summer, each variety named and packed separately, making 16 bulbs in all. Real value \$1.28 for only \$1.00, postpaid.

**Special Offer No. 3.—Ten bulbs.**

For \$1.00 I will send you 1 Faust, 1 Frilled Pink, 1 Goliath, 1 Intensity, 1 Schwaben, 1 L'Immaculee, 1 Wilbrink, 1 Prince of Wales, 1 Rouge Torch and 1 Mahogany, each variety named and packed separately, making 10 bulbs in all. Real value \$1.29 for only \$1.00, postpaid.

**Special Offer No. 4.—Fifty bulbs.**

For \$1.00 I will send you fifty bulbs of my *Rainbow Mixture*. These bulbs are young, healthy 2-year-old bulbs, and will bloom this season.

They are guaranteed to produce excellent flowers for several years to come.

**Special Offer No. 5.—Fifty bulbs.**

For \$2.85 I will send you Special Offers No. 1, No. 2 and No. 3 combined, each variety named and packed separately, making 50 bulbs in all. Real value \$3.95 for only \$2.85, postpaid.



"Mrs. Francis King"

### A COMING EVENT OF GREAT INTEREST TO ALL "GLAD" LOVERS.

On August 13 and 14, 1921, the *Massachusetts Horticultural Society* in conjunction with the *New England Gladiolus Society*, will hold a *Gladiolus Exhibition* at Boston, Mass.

Over seven hundred dollars worth in prizes are already pledged by the two Societies, different firms and enthusiastic amateurs. If you wish to enter your blooms for exhibition and cannot come yourself they will be arranged for you, free of charge, by the Societies, in vases supplied by them.

Should you care for further information in regard to this show, which promises to be the most successful *Gladiolus Exhibition* ever held anywhere, kindly write me and I shall be very glad to send you a schedule.

This schedule will be of great benefit to you in deciding on what varieties to grow for exhibition purposes.



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*Gladiolus Specialist*

CONCORD, MASSACHUSETTS



*A trial order  
will prove to  
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